

### **Amendments to the Claims**

The following listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently amended) A method performed by a computer system, comprising:  
storing an electronic version of a paper, wherein the electronic version is displayable on a display device as a likeness of a hardcopy version of the paper; and  
in response to content of a portion of the likeness, forming a hyperlink reference and embedding the hyperlink reference ~~it~~ within the electronic version, wherein the hyperlink reference is associated with an operation of the computer system and with the portion of the likeness, such that when the electronic version is displayed on the display device as the likeness of the hardcopy version, the hyperlink reference's associated portion of the likeness is selectable by a user to cause the computer system's performance of the hyperlink reference's associated operation, and wherein the content is at least one of the following, other than a computer network address: an alphanumeric character; a symbol; a term; a phrase; and a reference.
2. (Currently amended) The method of Claim 1 wherein the forming and embedding comprises:  
in response to the content of the portion of the likeness, forming the hyperlink reference and embedding the hyperlink reference ~~it~~ within the electronic version, wherein the hyperlink reference's associated portion of the likeness is a likeness of an advertisement within the hardcopy version.
3. (Currently amended) The method of Claim 2 wherein the forming and embedding comprises:  
in response to the content of the portion of the likeness, forming the hyperlink reference and embedding the hyperlink reference ~~it~~ within the electronic version, wherein the hyperlink reference specifies a website associated with the advertisement.

4. (Currently amended) The method of Claim 1 wherein the forming and embedding comprises:

in response to the content of the portion of the likeness, forming the hyperlink reference and embedding the hyperlink reference ~~it~~ within the electronic version, wherein the hyperlink reference specifies a website, and wherein the hyperlink reference's associated operation includes displaying the website.

5. (Currently amended) The method of Claim 1 wherein the forming and embedding comprises:

in response to the content of the portion of the likeness, forming the hyperlink reference and embedding the hyperlink reference ~~it~~ within the electronic version, wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes displaying a visual image in response to the file.

6. (Currently amended) The method of Claim 1 wherein the forming and embedding comprises:

in response to the content of the portion of the likeness, forming the hyperlink reference and embedding the hyperlink reference ~~it~~ within the electronic version, wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes outputting audio signals in response to the file.

7. (Currently amended) The method of Claim 1 wherein the forming and embedding comprises:

in response to the content of the portion of the likeness, forming the hyperlink reference and embedding the hyperlink reference ~~it~~ within the electronic version, wherein the hyperlink reference specifies a script, and wherein the hyperlink reference's associated operation includes executing the script.

8. (Currently amended) A system, comprising:

a computing device for:

storing an electronic version of a paper, wherein the electronic version is displayable on a display device as a likeness of a hardcopy version of the paper; and in response to content of a portion of the likeness, forming a hyperlink reference and embedding the hyperlink reference ~~it~~ within the electronic version, wherein the hyperlink reference is associated with an operation of the computing device and with the portion of the likeness, such that when the electronic version is displayed on the display device as the likeness of the hardcopy version, the hyperlink reference's associated portion of the likeness is selectable by a user to cause the computing device's performance of the hyperlink reference's associated operation, and wherein the content is at least one of the following, other than a computer network address: an alphanumeric character; a symbol; a term; a phrase; and a reference.

9. (Previously presented) The system of Claim 8 wherein the hyperlink reference's associated portion of the likeness is a likeness of an advertisement within the hardcopy version.

10. (Previously presented) The system of Claim 9 wherein the hyperlink reference specifies a website associated with the advertisement.

11. (Previously presented) The system of Claim 8 wherein the hyperlink reference specifies a website, and wherein the hyperlink reference's associated operation includes displaying the website.

12. (Previously presented) The system of Claim 8 wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes displaying a visual image in response to the file.

13. (Previously presented) The system of Claim 8 wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes outputting audio signals in response to the file.

14. (Previously presented) The system of Claim 8 wherein the hyperlink reference specifies a script, and wherein the hyperlink reference's associated operation includes executing the script.

15. (Currently amended) A computer program product, comprising:  
a computer program processable by a computer system for causing the computer system to:  
store an electronic version of a paper, wherein the electronic version is displayable on  
a display device as a likeness of a hardcopy version of the paper; and  
in response to content of a portion of the likeness, form a hyperlink reference and  
embed the hyperlink reference ~~it~~ within the electronic version, wherein the  
hyperlink reference is associated with an operation of the computer system  
and with the portion of the likeness, such that when the electronic version is  
displayed on the display device as the likeness of the hardcopy version, the  
hyperlink reference's associated portion of the likeness is selectable by a user  
to cause the computer system's performance of the hyperlink reference's  
associated operation, and wherein the content is at least one of the following,  
other than a computer network address: an alphanumeric character; a symbol;  
a term; a phrase; and a reference; and  
an apparatus from which the computer program is accessible by the computer system.

16. (Previously presented) The computer program product of Claim 15 wherein the  
hyperlink reference's associated portion of the likeness is a likeness of an advertisement  
within the hardcopy version.

17. (Previously presented) The computer program product of Claim 16 wherein the  
hyperlink reference specifies a website associated with the advertisement.

18. (Previously presented) The computer program product of Claim 15 wherein the hyperlink reference specifies a website, and wherein the hyperlink reference's associated operation includes displaying the website.

19. (Previously presented) The computer program product of Claim 15 wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes displaying a visual image in response to the file.

20. (Previously presented) The computer program product of Claim 15 wherein the hyperlink reference specifies a file, and wherein the hyperlink reference's associated operation includes outputting audio signals in response to the file.

21. (Previously presented) The computer program product of Claim 15 wherein the hyperlink reference specifies a script, and wherein the hyperlink reference's associated operation includes executing the script.

22. (Currently amended). The method of Claim 1 wherein the forming and embedding comprises:

in response to the content of the portion of the likeness, forming the hyperlink reference and embedding the hyperlink reference it within the electronic version, wherein the hyperlink reference specifies a different portion of the likeness, and wherein the hyperlink reference's associated operation includes displaying the different portion.

23. (Previously presented). The system of Claim 8 wherein the hyperlink reference specifies a different portion of the likeness, and wherein the hyperlink reference's associated operation includes displaying the different portion.

24. (Previously presented). The computer program product of Claim 15 wherein the hyperlink reference specifies a different portion of the likeness, and wherein the hyperlink reference's associated operation includes displaying the different portion.